



**2022 Greater San Francisco Ad Club  
American Advertising Awards  
Results by Entrant**

**Entrant: Across the Pond Inc.**

**Award:** Bronze

**Category:** Animation, Special Effects or Motion Graphics

**Entry Title:** Quantum Frontier

**Client:** Google

**Entrant: Across the Pond Inc.**

**Award:** Bronze

**Category:** Integrated Advertising Campaign

**Entry Title:** Google Workspace - "How It's Done"

**Client:** Google

**Entrant: Across the Pond Inc.**

**Award:** Bronze

**Category:** Corporate Social Responsibility Film, Video & Sound

**Entry Title:** Google Sustainability x GFIE

**Client:** Google

**Entrant: Affinity Creative Group**

**Award:** Bronze

**Category:** Consumer Website

**Entry Title:** Mezzetta Website

**Client:** Mezzetta

**Entrant: Affinity Creative Group**

**Award:** Bronze

**Category:** Microsite

**Entry Title:** Earth Month With A Redwood

**Client:** Purple Brands

**Entrant: April Six**

**Award:** Gold

**Category:** Internet Commercial

**Entry Title:** AWS Migration Video

**Client:** Amazon Web Services

**Entrant: April Six**

**Award:** Silver

**Category:** Integrated Advertising Campaign

**Entry Title:** Bill.com Non-profit Campaign

**Client:** Bill.com

**Entrant: April Six**

**Award:** Bronze

**Category:** Business-to-Business Website

**Entry Title:** Payscale.com B2B Website

**Client:** Payscale

**Entrant: barrettSF**

**Award:** Gold

**Category:** Social Media, Campaign

**Entry Title:** Give Your House A Break"

**Client:** HotelTonight

**Entrant: barrettSF**

**Award:** Bronze

**Category:** Local Television Commercial

**Entry Title:** "Make it Magical"

**Client:** World Market

**Entrant: barrettSF**

**Award:** Bronze

**Category:** Social Media

**Entry Title:** "Gift The Very Thing"

**Client:** Redbubble

**Entrant: barrettSF**

**Award:** Bronze

**Category:** Social Media, Campaign

**Entry Title:** "Make it Magical"

**Client:** World Market

**Entrant: Bean Dog Films**

**Award:** Bronze

**Category:** Internet Commercial

**Entry Title:** The Land Of - SLO CAL - dir cut

**Client:** Visit SLO CAL

**Entrant: Block**

**Award:** Silver

**Category:** Branded Content & Entertainment - Non-Broadcast

**Entry Title:** Dear Dad

**Client:** Block

**Entrant: Block**  
**Award:** Bronze  
**Category:** Local Television Commercial  
**Entry Title:** Shape of Things to Come  
**Client:** Block

**Entrant: Block**  
**Award:** Bronze  
**Category:** Local Television Commercial Campaign  
**Entry Title:** Shape of Things to Come  
**Client:** Block

**Entrant: Block**  
**Award:** Bronze  
**Category:** Poster Campaign  
**Entry Title:** Shoppable Chicago  
**Client:** Block

**Entrant: Block**  
**Award:** Bronze  
**Category:** Local Television Commercial  
**Entry Title:** Shape of Things to Come  
**Client:** Block

**Entrant: Block**  
**Award:** Bronze  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Shape of Things to Come  
**Client:** Block

**Entrant: Block**  
**Award:** Bronze  
**Category:** Social Media, Campaign  
**Entry Title:** Every day is a resolution  
**Client:** Block

**Entrant: Block**  
**Award:** Bronze  
**Category:** Social Media, Campaign  
**Entry Title:** Shoppable Chicago  
**Client:** Block

**Entrant: Creative i Inc**  
**Award:** Bronze  
**Category:** Microsite  
**Entry Title:** Red Hat/DXC Partner Program  
**Client:** Red Hat

**Entrant: Duncan Channon**  
**Award:** Bronze  
**Category:** Social Media  
**Entry Title:** Kona Brewing Meditation  
**Client:** Kona Brewing

**Entrant: Duncan Channon**  
**Award:** Silver  
**Category:** Public Service Campaign  
**Entry Title:** SFCASA, Show Up  
**Client:** San Francisco CASA

**Entrant: Duncan Channon**  
**Award:** Silver  
**Category:** Public Service Television  
**Entry Title:** Your Story  
**Client:** California Department of Public Health

**Entrant: Duncan Channon**  
**Award:** Bronze  
**Category:** Innovative Use of Interactive/Technology  
**Entry Title:** SweetBEATS  
**Client:** SweeTARTS

**Entrant: Duncan Channon**  
**Award:** Bronze  
**Category:** Regional/National Television Commercial Campaign  
**Entry Title:** Kona Brewing & Kelly Slater  
**Client:** Kona Brewing

**Entrant: Goodby Silverstein & Partners**  
**Award:** Best of Show  
**Category:** Social Media  
**Entry Title:** 400 Years Flag Half-Staff  
**Client:** Courageous Conversations Global Foundation

**Entrant: Goodby Silverstein & Partners**  
**Award:** Gold  
**Category:** Innovative Use of Interactive/Technology  
**Entry Title:** Ultimate AI Masterpiece  
**Client:** BMW

**Entrant: Goodby Silverstein & Partners**  
**Award:** Gold  
**Category:** Event  
**Entry Title:** The Daily Bugle. For Real.  
**Client:** Liberty Mutual Insurance

**Entrant: Goodby Silverstein & Partners**

**Award:** Gold

**Category:** Branded Content & Entertainment for Online/Interactive

**Entry Title:** Ultimate AI Masterpiece

**Client:** BMW

**Entrant: Goodby Silverstein & Partners**

**Award:** Gold

**Category:** Innovative Use of Interactive/Technology

**Entry Title:** Snap to Steal

**Client:** Frito-Lay, North America

**Entrant: Goodby Silverstein & Partners**

**Award:** Gold

**Category:** Social Media

**Entry Title:** 400 Years Flag Half-Staff

**Client:** Courageous Conversations Global Foundation

**Entrant: Goodby Silverstein & Partners**

**Award:** Gold

**Category:** Integrated Media Public Service Campaign

**Entry Title:** You Can't Replace Wildlife

**Client:** San Diego Zoo Wildlife Association

**Entrant: Goodby Silverstein & Partners**

**Award:** Gold

**Category:** Local Television Commercial Campaign

**Entry Title:** One Upper / Not a Word

**Client:** Tostitos

**Entrant: Goodby Silverstein & Partners**

**Award:** Gold

**Category:** Public Service Non-Broadcast Audio/Visual

**Entry Title:** 400 Years Flag Half-Staff

**Client:** Courageous Conversations Global Foundation

**Entrant: Goodby Silverstein & Partners**

**Award:** Gold

**Category:** Public Service Television

**Entry Title:** You Can't Replace Wildlife

**Client:** San Diego Zoo Wildlife Association

**Entrant: Goodby Silverstein & Partners**

**Award:** Gold

**Category:** Mobile Interaction

**Entry Title:** Snap to Steal

**Client:** Frito-Lay, North America

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Regional/National Television Commercial Campaign

**Entry Title:** They Print at Night

**Client:** HP

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Art Direction—Campaign

**Entry Title:** Lunchabuilds

**Client:** Lunchables

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Music With Lyrics

**Entry Title:** Calilujah!

**Client:** Califia Farms

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Webisode Series

**Entry Title:** They Print at Night

**Client:** HP

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Integrated Advertising Campaign

**Entry Title:** Built to be Eaten / Lunchabuilds

**Client:** Lunchables

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Podcast Campaign

**Entry Title:** Beyond 28 Podcast

**Client:** Golden State Warriors

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Art Direction

**Entry Title:** Calilujah!

**Client:** Califia Farms

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Innovative Use of Interactive/Technology

**Entry Title:** Cheetle iD

**Client:** Frito-Lay, North America

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Point of Purchase Campaign

**Entry Title:** Lunchabuilds

**Client:** Lunchables

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Guerrilla Marketing

**Entry Title:** The Daily Bugle. For Real.

**Client:** Liberty Mutual Insurance

**Entrant: Goodby Silverstein & Partners**

**Award:** Silver

**Category:** Sales Kit or Product Information Sheets

**Entry Title:** Lunchabuilds

**Client:** Lunchables

**Entrant: Goodby Silverstein & Partners**

**Award:** Bronze

**Category:** Cinematography

**Entry Title:** No One is Just One Flavor

**Client:** Truly

**Entrant: Goodby Silverstein & Partners**

**Award:** Bronze

**Category:** Mobile Interaction

**Entry Title:** How Homemade is Made

**Client:** Instacart

**Entrant: Goodby Silverstein & Partners**

**Award:** Bronze

**Category:** Music With Lyrics

**Entry Title:** Beyond 28 Podcast

**Client:** Golden State Warriors

**Entrant: Goodby Silverstein & Partners**

**Award:** Bronze

**Category:** Animation, Special Effects or Motion Graphics

**Entry Title:** Joyful Flavor

**Client:** Truly

**Entrant: Goodby Silverstein & Partners**

**Award:** Bronze

**Category:** Regional/National Television Commercial

**Entry Title:** Your Cousin Gets Vaccinated

**Client:** The Boston Beer Company, Samuel Adams

**Entrant: Goodby Silverstein & Partners**  
**Award:** Bronze  
**Category:** Regional/National Television Commercial  
**Entry Title:** Your Cousin Frees the Clydesdales  
**Client:** The Boston Beer Company, Samuel Adams

**Entrant: Goodby Silverstein & Partners**  
**Award:** Bronze  
**Category:** Branded Content & Entertainment - Non-Broadcast  
**Entry Title:** Ultimate AI Masterpiece  
**Client:** BMW

**Entrant: Goodby Silverstein & Partners**  
**Award:** Bronze  
**Category:** Local Television Commercial  
**Entry Title:** How Homemade is Made  
**Client:** Instacart

**Entrant: Goodby Silverstein & Partners**  
**Award:** Bronze  
**Category:** Art Direction  
**Entry Title:** How Homemade is Made  
**Client:** Instacart

**Entrant: Goodby Silverstein & Partners**  
**Award:** Bronze  
**Category:** Website-Based App  
**Entry Title:** Cheetle iD  
**Client:** Frito-Lay, North America

**Entrant: H&L Partners**  
**Award:** Bronze  
**Category:** Regional/National Television Commercial  
**Entry Title:** Robot Umpire  
**Client:** Northern California Toyota Dealers

**Entrant: H&L Partners**  
**Award:** Bronze  
**Category:** Illustration  
**Entry Title:** Fry-Town  
**Client:** McDonalds

**Entrant: HERO Marketing**  
**Award:** Bronze  
**Category:** Out-Of-Home Installation  
**Entry Title:** Mercari Pre-Loved POP-UP  
**Client:** Mercari



**Entrant: JStokes**  
**Award:** Bronze  
**Category:** Poster Campaign  
**Entry Title:** Bay Alarm, Only The Best Outdoor  
**Client:** Bay Alarm Company

**Entrant: Logitech**  
**Award:** Silver  
**Category:** Art Direction  
**Entry Title:** Logitech G - Play Never Ends  
**Client:** Logitech

**Entrant: Logitech**  
**Award:** Silver  
**Category:** Internet Commercial  
**Entry Title:** Logitech G - Play Never Ends  
**Client:** Logitech

**Entrant: Logitech**  
**Award:** Bronze  
**Category:** Internet Commercial  
**Entry Title:** DefyLogic-Lil Nas X ChangesTheRules  
**Client:** Logitech

**Entrant: Logitech**  
**Award:** Bronze  
**Category:** Internet Commercial Campaign  
**Entry Title:** DEFY LOGIC  
**Client:** Logitech

**Entrant: Logitech**  
**Award:** Bronze  
**Category:** Music With Lyrics  
**Entry Title:** Logitech G - Play Never Ends  
**Client:** Logitech

**Entrant: Logitech**  
**Award:** Bronze  
**Category:** Animation, Special Effects or Motion Graphics  
**Entry Title:** Logitech G - Play Never Ends  
**Client:** Logitech

**Entrant: Logitech**  
**Award:** Bronze  
**Category:** Regional/National Television Commercial  
**Entry Title:** DEFY LOGIC  
**Client:** Logitech

**Entrant: Logitech**  
**Award:** Bronze  
**Category:** Copywriting  
**Entry Title:** DEFY LOGIC  
**Client:** Logitech

**Entrant: Logitech**  
**Award:** Bronze  
**Category:** Animation, Special Effects or Motion Graphics  
**Entry Title:** Logitech - Beautiful Mess  
**Client:** Logitech

**Entrant: Media Cause**  
**Award:** Bronze  
**Category:** Online/Interactive Campaign  
**Entry Title:** 50 States 50 Grants  
**Client:** It Gets Better

**Entrant: Media Cause**  
**Award:** Bronze  
**Category:** Microsite  
**Entry Title:** 50 States 50 Grants  
**Client:** It Gets Better

**Entrant: Media Cause**  
**Award:** Bronze  
**Category:** Logo Design  
**Entry Title:** Backrs  
**Client:** Backrs

**Entrant: Nextdoor**  
**Award:** Silver  
**Category:** Social Media, Campaign  
**Entry Title:** Reese's and The Nextdoor Treat Map  
**Client:** The Hershey Company

**Entrant: Nextdoor**  
**Award:** Bronze  
**Category:** Corporate Social Responsibility Marketing & Specialty Advertising Campaign  
**Entry Title:** Nextdoor & H&R Block  
**Client:** H&R Block

**Entrant: Nextdoor**  
**Award:** Bronze  
**Category:** Online/Interactive Campaign  
**Entry Title:** Traegerhood and Nextdoor  
**Client:** Traeger Grills

**Entrant: NortonLifeLock, Inc.**  
**Award:** Silver  
**Category:** Social Media  
**Entry Title:** Opt-in' Campaign - "Hair Color"  
**Client:** NortonLifeLock

**Entrant: NortonLifeLock, Inc.**  
**Award:** Bronze  
**Category:** Social Media  
**Entry Title:** Opt-in' Campaign - "Skip Level"  
**Client:** NortonLifeLock

**Entrant: NortonLifeLock, Inc.**  
**Award:** Bronze  
**Category:** Regional/National Television Commercial  
**Entry Title:** Opt-in' Campaign - "Fries"  
**Client:** NortonLifeLock

**Entrant: NortonLifeLock, Inc.**  
**Award:** Bronze  
**Category:** Social Media  
**Entry Title:** Incognito Campaign Social  
**Client:** NortonLifeLock

**Entrant: NortonLifeLock, Inc.**  
**Award:** Bronze  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Incognito Campaign  
**Client:** NortonLifeLock

**Entrant: NortonLifeLock, Inc.**  
**Award:** Bronze  
**Category:** Web Banner Ad or Website Takeover  
**Entry Title:** Opt-in' Campaign - "Streaming"  
**Client:** NortonLifeLock

**Entrant: NortonLifeLock, Inc.**  
**Award:** Bronze  
**Category:** Web Banner Ad or Website Takeover  
**Entry Title:** Incognito Campaign Banner  
**Client:** NortonLifeLock

**Entrant: NortonLifeLock, Inc.**  
**Award:** Bronze  
**Category:** Integrated Advertising Campaign  
**Entry Title:** Opt-in' Campaign  
**Client:** NortonLifeLock

**Entrant: Nuvolum**

**Award:** Bronze

**Category:** Audio/Video Sales Presentation

**Entry Title:** OMS Practice Sales Video

**Client:** Beacon Oral & Maxillofacial Surgeons

**Entrant: projekt202**

**Award:** Silver

**Category:** Consumer Website

**Entry Title:** Damon Motorcycles

**Client:** Damon Motors

**Entrant: projekt202**

**Award:** Bronze

**Category:** Regional/National Television Commercial

**Entry Title:** Subaru "Dream Extraordinary"

**Client:** Motor Image Enterprises Pte Ltd (Subaru Asia)

**Entrant: projekt202**

**Award:** Bronze

**Category:** Integrated Advertising Campaign

**Entry Title:** Subaru Technology "Proven Safe"

**Client:** Motor Image Enterprises Pte Ltd (Subaru Asia)

**Entrant: Recreation**

**Award:** Bronze

**Category:** Internet Commercial

**Entry Title:** After Hours

**Client:** Clorox Pro

**Entrant: Salesforce**

**Award:** Silver

**Category:** Corporate Social Responsibility Non-Broadcast Audio/Visual

**Entry Title:** Everyone: Ethical/Inclusive Design

**Client:** Salesforce

**Entrant: Satellite Films**

**Award:** Bronze

**Category:** Internet Commercial

**Entry Title:** Artist Rina Banerjee in Her Studio

**Client:** San Jose Museum of Art

**Entrant: Skona**

**Award:** Bronze

**Category:** Public Service Out of Home Campaign

**Entry Title:** SFMFB Transit Campaign

**Client:** San Francisco Marin Food Bank

**Entrant: Swell Music + Sound**

**Award:** Silver

**Category:** Sound Design

**Entry Title:** Take This Lollipop 2

**Client:** Jason Zada

**Entrant: Swell Music + Sound**

**Award:** Bronze

**Category:** Sound Design—Campaign

**Entry Title:** NIKE Fast Society: Eliud

**Client:** Conscious Minds

**Entrant: Swell Music + Sound**

**Award:** Bronze

**Category:** Music Without Lyrics

**Entry Title:** The Receipt - Doja Cat

**Client:** Postmate

**Entrant: Toaster**

**Award:** Bronze

**Category:** Digital Publications - Single

**Entry Title:** YouTube Culture&Trends x Minecraft

**Client:** YouTube

**Entrant: Toaster**

**Award:** Silver

**Category:** Corporate Social Responsibility Online/Interactive

**Entry Title:** The Memorial Foundation Website

**Client:** The Memorial Foundation, Inc.

**Entrant: Venables Bell & Partners**

**Award:** Gold

**Category:** Music With Lyrics

**Entry Title:** Goodness From Grit

**Client:** SIMI

**Entrant: Venables Bell & Partners**

**Award:** Silver

**Category:** Cinematography

**Entry Title:** Goodness From Grit

**Client:** SIMI Wine

**Entrant: Venables Bell & Partners**

**Award:** Bronze

**Category:** Music With Lyrics

**Entry Title:** John Birk Longform

**Client:** Peelz Mandarins

**Entrant: Venables Bell & Partners**

**Award:** Bronze

**Category:** Regional/National Television Commercial Campaign

**Entry Title:** John Birk 30 Obvious :15

**Client:** Peelz Mandarins